

---

## CHANGE AREAS

---

Extensive community input helped identify where Mountain View could significantly change over the life of the General Plan, and what the change could look like in the built environment, open spaces, natural habitats and community connections. Each change area is part of its own larger planning area.

The General Plan change areas include (Figure 3.8):

- North Bayshore
- East Whisman
- El Camino Real
- San Antonio
- Moffett Boulevard

The General Plan identifies new land uses and intensities for change areas, primarily in commercial and industrial zoned areas along corridors and in commercial locations. Changes in these areas include greater commercial intensities and residential densities than under the 1992 General Plan and new, more intensive mixed-use designations.

After an introduction to form and character, the rest of this section presents a vision, goals and policies and form and character for each change area.

The vision descriptions present a high-level snapshot of how these areas may change over time to help Mountain View achieve its General Plan vision. Citywide General Plan goals and policies also apply to change areas.

### Form and Character

This section further describes the principles for design and development in change areas—how they will develop and look. These are not policy mandates. They reinforce General Plan policies, and will guide Zoning Ordinance and precise plan updates, the development review process and capital improvement projects in change areas.

Form and character includes four key topics:

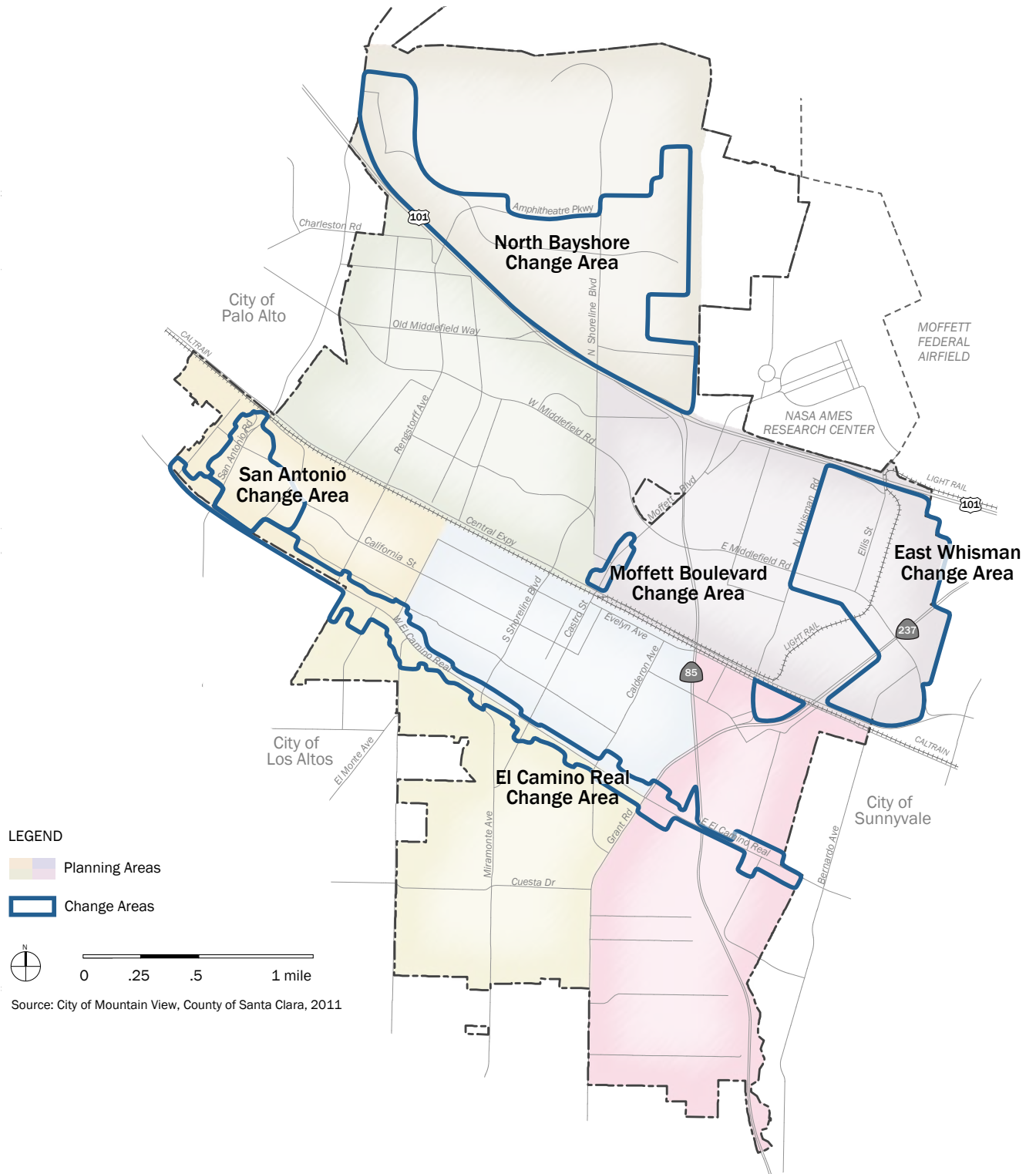
*Pedestrian and Bicyclist Environment* shows how the network of blocks and streets accommodates pedestrians and bicyclists. Pedestrians, bicyclists and drivers use streets to different degrees, depending on the context.

*Site Layout and Design* describes how development projects are designed, including buildings, landscaping, parking and access.

*Plazas and Shared Space* addresses how areas such as plazas, courtyards and trails can be incorporated into change areas.

*Building-to-Street Relationship* refers to how buildings are designed and positioned in relation to the street.

Figure 3.8: Change Areas



## NORTH BAYSHORE CHANGE AREA



---

### VISION

---

The North Bayshore Change Area continues its role as a major high-technology employment center, and emerges as a model of innovative and sustainable development that protects and stewards biological habitat and open space within the Change Area and North Bayshore as a whole.

In 2030, sensitive species of Shoreline at Mountain View Regional Park remain and thrive. Shoreline at Mountain View, the Stevens and Permanente creeks, Charleston Basin wetlands, and the Stevens Creek Trail remain unique and defining features of the area. Businesses and development respect and enhance the nearby wildlife, wetlands, trees and habitat areas that make the area unique. Workers and visitors enjoy nature and views of open space, the bay and mountains.

A more intensive mix of land uses promotes sustainable growth with additional services for people who live or work nearby. Start-ups and small businesses create an economically diverse area. New development incorporates highly sustainable design features and materials.

Shoreline Boulevard is the spine of North Bayshore, with a mix of land uses and ground-floor pedestrian activity. The North Shoreline Boulevard and Highway 101 area is revitalized as a gateway destination with a mix of stores, services, entertainment and hotels.

North Bayshore's pattern of large blocks has new pedestrian and bicycle connections. These make it easier and more sustainable and efficient for employees to move around in an active campus environment. Improved transportation services connect to the Mountain View Transit Center and other city destinations.

A network of well-distributed plazas, greens and public spaces enhances North Bayshore's vast open space while stewarding the area's sensitive species and habitats. The area uses strategies to adapt to rising sea levels.

---

## GOALS AND POLICIES

---

### Innovation and Sustainability

Innovation and sustainability policies support the area's future as a leader in highly sustainable and innovative development.

**Goal LUD-15:** *An area that is a model of highly sustainable and innovative development, protective of the natural and biological assets of the area.*

#### Policies

**LUD 15.1: A leader in sustainable planning.** Create and promote North Bayshore as a leader in innovative and sustainable planning and growth.

**LUD 15.2: Sustainable development focus.** Require sustainable site planning, building and design strategies.

**LUD 15.3: Highly sustainable development.** Encourage new or significantly rehabilitated development to include innovative measures for highly sustainable development.

**LUD-15.4: Wildlife friendly development.** Implement wildlife friendly site planning, building and design strategies.

### Land Use and Design

Land use and design policies support an increased diversity and mix of land uses and protected open space resources and habitat.

**Goal LUD-16:** *A diverse area of complementary land uses and open space resources.*

#### Policies

**LUD 16.1: Protected open space.** Protect and enhance open space and habitat in North Bayshore.

**LUD 16.2: Mix of uses.** Create and promote the North Shoreline Boulevard corridor as a vibrant mix of commercial, service and entertainment uses.

**LUD 16.3: Business-class hotel.** Encourage the development of a business-class hotel and conference center.

**LUD 16.4: Innovative corporate campuses.** Encourage innovative corporate campus designs.

**LUD 16.5: Protected views.** Protect views by including open areas between tall buildings.

**LUD 16.6: Open space amenities.** Encourage development to include open space amenities, plazas and parks that are accessible to the surrounding transit, bicycle and pedestrian network.

**LUD 16.7: Gateway development.** Support the creation of a gateway development with a diverse mix of uses near Highway 101 and North Shoreline Boulevard.

# NORTH BAYSHORE CHANGE AREA

## Mobility

Mobility policies create a sustainable and efficient transportation system that connects to Downtown, improves bicycle and pedestrian circulation, and plans for future connections to surrounding areas.

**Goal LUD-17:** *A sustainable and efficient multi-modal transportation system.*

### Policies

**LUD 17.1: Connectivity.** Improve connectivity and integrate transportation services between North Bayshore, Downtown, NASA Ames and other parts of the city.

**LUD 17.2: Transportation Demand Management strategies.** Require development to include and implement Transportation Demand Management strategies.

**LUD 17.3: Bicycle and pedestrian focus.** Support bicycle and pedestrian improvements and connections to and throughout North Bayshore.

**LUD 17.4: North Shoreline Boulevard and Rengstorff Avenue enhancements.** Encourage the enhancement of North Shoreline Boulevard, Rengstorff Avenue and other key streets in North Bayshore through new development and street design standards.

## Sea-Level Rise

Sea-level rise policies create a forward-thinking strategy for adapting to this potential future change.

**Goal LU-18:** *A comprehensive strategy for reducing the effects of future sea-level rise.*

### Policies

**LUD 18.1: Collaboration on sea-level rise impacts.** Collaborate with regional, state and federal agencies to address the effects of potential rises in sea levels through assessing vulnerabilities and creating adaptation strategies.

**LUD 18.2: Flood retention areas.** Plan for the development of flood retention areas to address effects from sea-level rise.

## FORM AND CHARACTER

### Pedestrian and Bicyclist Environment

- An active, cohesive, pedestrian-oriented North Shoreline Boulevard corridor with wide sidewalks and tree wells.
- Smaller blocks, including mid-block pedestrian and bicycle paths.
- Wide sidewalks with planter strips.
- A well-connected bicycle network with on-street bicycle lanes, bicycle-priority streets and bicycle or shared-use paths and trails.
- Pedestrian and bicyclist street improvements such as benches, bicycle parking, directional signs and landscaping.
- Short street-crossing distances and smaller curb radiuses to improve pedestrian safety.



*Wide sidewalks  
and active ground-  
floor uses along  
North Shoreline  
Boulevard*

# NORTH BAYSHORE CHANGE AREA

## Site Layout and Design

- Development includes sustainable features such as passive solar, stormwater retention, heat island reduction, renewable energy production or other types of green infrastructure and technology.
- Buildings located close to and facing the sidewalk.
- Spaces between buildings in the mixed-use area are primarily for plazas, paths and greens.
- Driveways and parking access designed to limit conflicts with pedestrians.
- Parking located in the least visible locations with permeable surfaces, significant landscaping including trees and direct pedestrian paths to building entrances.
- Landscaping supports campus-like outdoor amenity spaces.
- Significant landscaping and visual buffering such as trees or large planting areas within building setbacks.
- Innovative architecture that responds to its unique surroundings.
- Buildings break up massing and avoid long, uninterrupted walls along the street.
- Step-backs of upper building floors where smaller looking buildings are desired, such as along pedestrian routes.
- Parking structures preferred over parking lots, especially in key pedestrian areas.



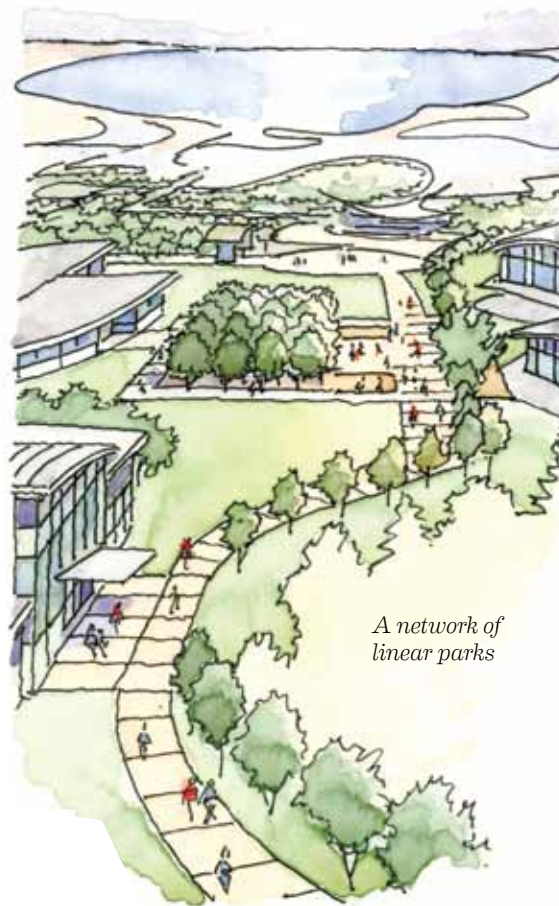
## NORTH BAYSHORE CHANGE AREA

### Plazas and Shared Space

- Paths and trails connecting open spaces, campuses and key destinations.
- Plazas distributed throughout North Bayshore, especially near transit and along mixed-use streets.
- Parks, streets and trails encourage views of Shoreline at Mountain View Regional Park and the mountains.
- Natural, habitat-oriented open space areas encouraged, particularly near Stevens Creek, Permanente Creek, Shoreline at Mountain View Regional Park and bay wetlands.

### Building-to-Street Relationship

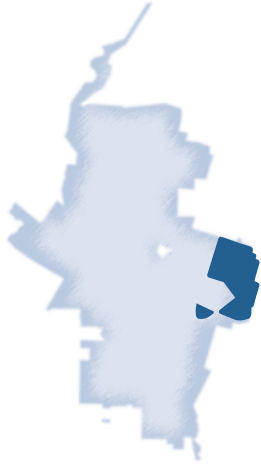
- Building massing and design create building fronts oriented to pedestrians.
- Building frontages include doors and windows.
- Building entrances face streets, plazas and open areas accessible to the public.
- Mixed-use and commercial buildings include attractive, functional and visible ground-floor features such as awnings, signs and other pedestrian-scaled elements.



*A network of linear parks*



## EAST WHISMAN CHANGE AREA



---

### VISION

---

The East Whisman Change Area advances as a sustainable, transit-oriented employment center with an increased diversity of land uses.

In 2030, East Whisman is anchored by transit-oriented commercial buildings with highly sustainable features and materials. It is an active area with pedestrian and bicyclist connections to light rail, services and employers. Commercial buildings are designed to respect the scale and character of adjacent residential neighborhoods. East Whisman features stores, services and restaurants for neighbors and workers, who enjoy plazas and open spaces throughout the area.

---

### GOALS AND POLICIES

---

East Whisman policies encourage and offer incentives to more transit-oriented and sustainable development while supporting diverse land uses to serve future workers and neighbors.

**Goal LUD-19:** *An area with innovative transit-oriented developments, services for area residents and workers and strong connections to the rest of the city.*

#### **Policies**

**LUD 19.1: Land use and transportation.** Encourage greater land use intensity and transit-oriented developments within a half-mile of light rail transit stations.

**LUD 19.2: Highly sustainable development.** Provide incentives to encourage new or significantly rehabilitated development to include innovative measures for highly sustainable development.

**LUD 19.3: Connectivity improvements.** Support smaller blocks, bicycle and pedestrian improvements and connections throughout the area.

**LUD 19.4: Transportation Demand Management strategies.** Require development to include and carry out Transportation Demand Management strategies.

**LUD 19.5: Village centers.** Promote new or expanded village centers that serve the area.

**LUD 19.6: Residential transitions.** Require development to provide sensitive transitions to adjacent residential uses.

**LUD 19.7: NASA Ames and Moffett Field area connections.** Create stronger connections between East Whisman and the NASA Ames and Moffett Field areas.

# EAST WHISMAN CHANGE AREA

## FORM AND CHARACTER

### Pedestrian and Bicyclist Environment

- Pedestrian and bicycle networks connecting to transit and key destinations, including mid-block trails throughout East Whisman.
- Wide sidewalks and pedestrian amenities, such as benches, tree wells and directional signs at key nodes.
- Sidewalks with planter strips outside of key nodes.
- A well-connected bicycle network with on-street bicycle lanes and off-street bicycle or shared-use trails.
- Small curb radiuses and shorter pedestrian crossings, especially near retail, trails and transit.

*Pedestrian connections to transit*



### Site Layout and Design

- Development includes sustainable features such as passive solar, stormwater retention, heat island reduction, renewable energy production, or other types of green infrastructure and technology.
- Buildings located at or near sidewalk for a significant portion of site frontage.
- Greater building setbacks with landscape buffers in locations adjacent to surrounding residential areas.

## EAST WHISMAN CHANGE AREA

- Buildings oriented towards transit stations and retail nodes.
- Parking primarily located to rear or along sides of site.
- Developments designed to accommodate and minimize conflicts with pedestrian and bicycle routes.
- Significant landscaping such as trees or large planting areas for portions of buildings set back from the street.
- Buildings sensitively transition to nearby existing neighborhoods.
- Larger buildings broken down into smaller volumes.
- Step-backs of upper building floors where a smaller-scale building appearance is desired, such as along pedestrian routes or trails.
- Structured parking preferred over surface parking, especially in key pedestrian areas.

### Plazas and Shared Space

- Paths, trails and linear parks connect to streets, creeks, parks and surrounding areas.
- Plazas and open spaces distributed throughout area.
- Plazas engage with higher-intensity buildings and uses near village centers and transit stations.

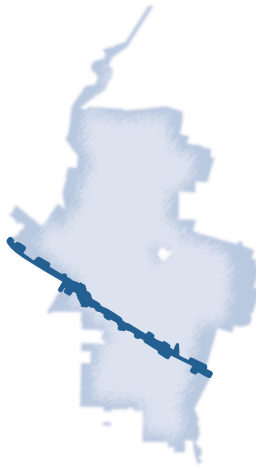
### Building-to-Street Relationship

- Building frontages help create a safe and comfortable pedestrian experience.
- Buildings include ground-floor design elements.
- Pedestrian-scale building elements activate the street, especially at transit stations and village centers.
- Building frontages include pedestrian entrances and windows.
- Building entrances oriented toward streets, plazas and open areas.
- Building frontages include plazas and courtyards, landscaping, murals, street furniture, and similar features.

*Landscaping and building entrances create a comfortable pedestrian experience*



## EL CAMINO REAL CHANGE AREA



---

### VISION

---

El Camino Real becomes a revitalized grand boulevard with a diverse mix of commercial and residential uses and public improvements.

In 2030, El Camino Real is a grand boulevard that connects Mountain View with other cities and links diverse neighborhoods. It is a vibrant, landscaped, comfortable and convenient place where people want to be. It is easy to cross El Camino Real by walking or riding a bicycle.

El Camino Real's residential and mixed-use buildings are compact, varied and interesting. They offer a range of places to live and work close to services and transit stops. Buildings and public plazas engage the street and create pedestrian activity. Buildings transition gracefully to residential neighborhoods.

El Camino Real is a transit corridor anchored by regional and local commercial buildings. Transportation services are safe, efficient and convenient.

---

### GOALS AND POLICIES

---

El Camino Real policies support future redevelopment and enhancement to create a corridor friendly to transit and pedestrians with a mix of commercial and residential land uses compatible with surrounding neighborhoods.

**Goal LUD-20:** *A vibrant transit and pedestrian corridor with a mix of land uses.*

#### **Policies**

**LUD 20.1: Increased redevelopment.** Encourage private properties along El Camino Real to be redeveloped and enhanced.

**LUD 20.2: Focused intensive development.** Allow more intensive development in key locations based on factors such as lot size, character of surrounding land uses, distance to transit facilities and opportunities to improve a site.

**LUD 20.3: Building height variation.** Support a variety of building heights along El Camino Real to create a wide-ranging and interesting street.

**LUD 20.4: Residential design transitions.** Require sensitive design transitions between El Camino Real development and surrounding residential neighborhoods.

**LUD 20.5: Landscaped pedestrian amenities.** Encourage development to provide landscaped pedestrian amenities and gathering places.

**LUD 20.6: Parcel assembly.** Support the assembly of parcels that fosters new development projects.

**LUD 20.7: New street standards.** Support new City street design standards for El Camino Real that improve the safety and accessibility of all ways of travel.

**LUD 20.8: Street standards collaboration.** Collaborate with surrounding cities on development of street design standards.

**LUD 20.9: Regional agency collaboration.** Collaborate with the Grand Boulevard Initiative, Valley Transportation Authority (VTA), Caltrans and other regional agencies and cities on land use and transportation-improvement strategies.

# EL CAMINO REAL CHANGE AREA

---

## FORM AND CHARACTER

---

### Pedestrian and Bicyclist Environment

- Street design improvements create a safer and more comfortable pedestrian environment.
- Wide sidewalks, tree wells and pedestrian improvements, especially in retail shopping areas, at major intersections and near transit stations.
- Small curb radiuses and short street-crossing distances.

*A safe and attractive pedestrian environment*



### Site Layout and Design

- Building size and layout respond to surrounding neighborhood character and transit amenities.
- Buildings at or near the sidewalk, with variations in building heights and setbacks for an attractive street.
- Garages, driveways and sidewalk cuts minimized and designed to support a pedestrian-oriented street.
- Driveways and parking primarily oriented to rear or side of sites.
- Landscaping buffers parking areas along streets or next to residential areas.
- Upper stories of tall buildings stepped back to reduce visual bulk, especially along pedestrian routes and next to neighborhoods.
- Parking integrated into buildings preferred over parking structures, especially in key pedestrian areas.



## EL CAMINO REAL CHANGE AREA

### Plazas and Shared Space

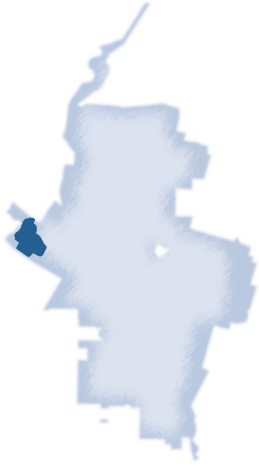
- Open areas with landscaping along the corridor to promote pedestrian comfort and activity.
- Plazas near key destinations and nodes of activity.
- Plazas and other outdoor areas integrated with active building entrances.

### Building-to-Street Relationship

- Building frontages engage the street to provide visual interest and reinforce the pedestrian environment.
- Attractive, human-scaled and visually transparent ground floors activate the street.
- First-floor heights support a range of commercial or residential uses.
- Stoops, porches and terraces on side streets.



## SAN ANTONIO CHANGE AREA



---

### VISION

---

The San Antonio Change Area continues to evolve as a diverse regional and community destination with a variety of land uses and mobility improvements.

In 2030, San Antonio is a lively mixture of commercial and residential uses. Bicyclists and pedestrians connect easily to surrounding neighborhoods, Caltrain and VTA transit stations. San Antonio Center, the core of the area, is a regional and local draw with its housing and stores, services and restaurants. Walkable blocks and streets oriented to pedestrians are punctuated by plazas and the Hetch Hetchy right-of-way.

---

## GOALS AND POLICIES

---

San Antonio policies encourage higher intensities and increased diversity of land uses with improved bicycle and pedestrian circulation and connections to public transportation.

**Goal LUD-21:** *A gateway neighborhood with diverse land uses, public amenities and strong connections to surrounding areas.*

### **Policies**

**LUD 21.1: A mix of land uses.** Support a mix of commercial land uses serving the neighborhood and the region.

**LUD 21.2: Higher-density residential near transit.** Encourage higher-density residential uses near bus and Caltrain stations.

**LUD 21.3: Improved connectivity.** Promote improved connectivity to adjacent neighborhoods, destinations and Downtown.

**LUD 21.4: Improved pedestrian and bicycle circulation.** Support improved pedestrian and bicycle circulation and connectivity throughout the area.

**LUD 21.5: Hetch Hetchy right-of-way.** Promote the use of the Hetch Hetchy right-of-way for open space and mobility improvements in the area.

**Goal LUD-22:** *A revitalized San Antonio Center with a diverse mix of uses and connections to adjacent neighborhoods.*

### **Policies**

**LUD 22.1: San Antonio Center transformation.** Support the transformation of San Antonio Center into a regional mixed-use and commercial destination.

**LUD 22.2: Residential uses.** Support new residential uses within San Antonio Center.

**LUD 22.3: Gathering spaces.** Encourage new plazas, open space and other gathering spaces in the San Antonio Center.

**LUD 22.4: Pedestrian-oriented design elements.** Ensure that developments include pedestrian-oriented design elements such as accessible building entrances, visible storefronts and landscaping.

**LUD 22.5: Finer street grid.** Promote a finer street grid and improved connectivity within San Antonio Center.

**LUD 22.6: Improved mobility.** Support improved mobility within San Antonio Center for vehicles, transit, bicyclists and pedestrians.

**LUD 22.7: Improved bicycle and pedestrian connections.** Promote improved bicycle and pedestrian connections to the San Antonio Caltrain station, El Camino Real bus service, adjacent neighborhoods and the citywide bicycle and pedestrian network.

**LUD 22.8: Parking area safety.** Ensure safe pedestrian and bicycle access through parking areas.

# SAN ANTONIO CHANGE AREA

---

## FORM AND CHARACTER

---

### Pedestrian and Bicyclist Environment

- Streets and paths for pedestrians and bicyclists established in the San Antonio Center.
- Large parcels include clear pedestrian, bicycle, and multi-modal roadway connections.
- Wide sidewalks and tree wells reinforce pedestrian-oriented, mixed-use setting.
- Hetch Hetchy right-of-way used as open space and a pedestrian and bicyclist connection.
- Pedestrian amenities such as plazas, street furniture and directional signs.
- Safe pedestrian and bicyclist crossings of busy streets.
- Bicycle parking in convenient and accessible locations around commercial destinations.
- Small curb radiuses and short street-crossing distances.

*Safe and attractive  
pedestrian paths  
through parking  
areas*



# SAN ANTONIO CHANGE AREA

## Site Layout and Design

- Clear network of streets, driveways and bicycle and pedestrian pathways connecting key areas.
- Site and building design well coordinated across parcels at the San Antonio Center.
- Buildings at or near sidewalk, located to support the pedestrian and bicycle environment.
- Streets, plazas and open spaces framed by buildings and their primary frontages.
- Sites and buildings designed to avoid long, uninterrupted walls along the street.
- Safe and convenient pedestrian and bicyclist connections within parking areas.
- Street parking in active pedestrian areas.
- Parking structures preferred over parking lots, especially in key pedestrian areas.
- Garage and service bay openings oriented to alleys and rear of buildings.

## Plazas and Shared Space

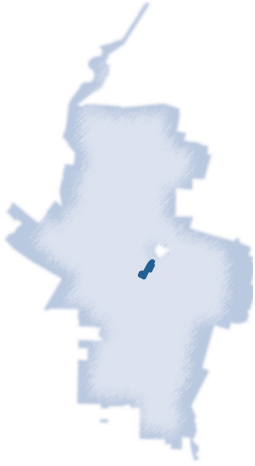
- Central connecting open space and gathering areas along Hetch Hetchy right-of-way.
- Plazas located near major commercial nodes and shaped by the most intensive buildings and uses.

## Building-to-Street Relationship

- Engaging, pedestrian-scaled building design and features along sidewalks and key pedestrian routes.
- Big-box buildings and larger parking areas wrapped by store-fronts, stand-alone buildings or other pedestrian-oriented features.
- Mixed-use and commercial buildings include attractive, functional and visible ground-floor features such as awnings, signs and other pedestrian-scaled elements.
- Residential buildings engage the street with stoops, porches, terraces and other features.
- Frequent windows and pedestrian features and high-quality materials on buildings facing the street.



## MOFFETT BOULEVARD CHANGE AREA



---

### VISION

---

The Moffett Boulevard Change Area transforms into a revitalized corridor supporting a flexible mix of land uses.

In 2030, Moffett Boulevard is an important gateway to Downtown with a strong connection to NASA Ames. Commercial, mixed-use and residential buildings engage the landscaped, well-lighted street while respecting the character of surrounding neighborhoods. Moffett Boulevard has plazas and other gathering areas for people. It's easy for people to walk or bicycle across Central Expressway and to get to surrounding areas.



# MOFFETT BOULEVARD CHANGE AREA

---

## GOALS AND POLICIES

---

Moffett Boulevard policies support a redeveloped corridor that serves as a gateway into Downtown and a connection to NASA Ames.

**Goal LUD-23:** *A revitalized gateway into Downtown.*

### **Policies**

**LUD 23.1: Enhanced public street.** Support an enhanced public street, including a gateway feature that links the area to Downtown.

**LUD 23.2: A vital corridor.** Promote Moffett Boulevard as a vital corridor and connection to NASA Ames.

**LUD 23.3: Diverse land use mix.** Encourage a diverse mix of land uses.

**LUD 23.4: Parcel assembly.** Support the assembly of parcels to spur new development projects.

**LUD 23.5: Building and site improvements.** Encourage the rehabilitation and improvement of existing buildings and properties.

**LUD 23.6: Residential transitions.** Require well-designed transitions between Moffett Boulevard development and surrounding residential uses.

**LUD 23.7: Accessibility.** Enhance accessibility along Moffett Boulevard and across the Central Expressway corridor.

**LUD 23.8: Parking supply and management.** Support strategies to improve the supply and management of parking.



# MOFFETT BOULEVARD CHANGE AREA

---

## FORM AND CHARACTER

---

### Pedestrian and Bicyclist Environment

- Active, pedestrian-oriented street.
- Street improvements support a distinctive gateway.
- Improved connections to the surrounding bicycle network.
- Wide sidewalks with tree wells, pedestrian amenities and connections to key destinations.
- Surrounding residential streets include continuous planter strips and trees.
- Small curb radiuses and short street-crossing distances.

### Site Layout and Design

- Buildings at or near the sidewalk to support an active pedestrian environment.
- Building size and layout integrate with surrounding residential character.
- Distinctive site and building features engage key corner locations.
- Parking primarily towards rear or sides of buildings.
- Garages, driveways and sidewalk cuts designed to support a pedestrian-oriented street.
- Upper stories of tall buildings designed to reduce visual bulk.

*Distinctive  
building design  
and features at  
key corners*



# MOFFETT BOULEVARD CHANGE AREA

## Plazas and Shared Space

- Outdoor amenities support commercial activity and a vibrant street.
- Plazas and gathering spaces engage key pedestrian locations.



*Outdoor amenities  
create a vibrant  
streetscape*

## Building-to-Street Relationship

- A variety of frontages activate the street, including storefronts, courtyards and terraces.
- Attractive and well-designed buildings break up long frontages.
- Doors, windows and other pedestrian building features on street-facing frontages.